

Luncheon or Afternoon Tea
will be served every business day from 11
A. M. to 6 P. M. on the Tenth floor in
"The Wedgwood Room"
"The Mandarin Room"
"The Loggia"



Founded 1826

Lord & Taylor

Fifth Avenue, 38th Street, 39th Street



Murray Hill 9000

Cold Storage Vaults
For Furs
Wearing Apparel & Draperies
on the Premises
Third Floor

Impressive Values in New Summer Merchandise & Clearing Sales of Spring Goods Offer Unusual Purchasing Opportunities in "America's First Store" This Week

Mail and Telephone Orders Promptly Attended To. All Mailable Packages Forwarded Free of Charge.

Splendid Values in Women's Coats

The New Capes & Cape Coats

Are exceptionally attractive and are shown in broad-
cloth, serge, gabardine and satin charmeuse, all
smartly trimmed. Prices according to materials.

\$14.50, \$15.50, \$19.50, \$25, \$29.50

Usual prices \$25.00 to \$39.50

Women's Fancy Silk Coats

In a variety of models, smartly trimmed
Reduced to

\$15.50, \$19.50 & \$25.00

Usual prices \$29.50 to \$35.00

Street, Touring & Steamer Coats

Of fancy mixtures and imported Donegal materials
Reduced to

\$10.75, \$15.00, \$16.50 & \$22.50

Usual prices \$20.00 to \$35.00

All the More Expensive Coats

At Greatly Reduced Prices
Third Floor

Extraordinary Values Offered in

This Clearance Sale of Women's Silk Dresses

Models for afternoon or evening wear (in many
instances only one of a style), of taffeta, Pussy
Willow, charmeuse, taffeta and lace, and vari-
ous other silk fabrics.

Prices according to style and material.

\$12.95, \$17.50,

\$25.00, \$35.00

Usual \$25.00 to \$85.00

Fine Showing of Summer Dresses

Voiles, eponge, linens, cotton crepes, nets and
novelty materials, introducing the very latest
styles.

\$8.95 to \$59.50, according to material.
Third Floor

Milanese Silk Vests Bloomers & Union Suits

(All fully reinforced)

At Great Reductions in Price

Vests—plain..... usually \$1.75..... \$1.25
Vests—embroidered..... usually \$2.35..... \$1.65
Bloomers..... usually \$2.25..... \$1.45
Union Suits—plain..... usually \$2.75..... \$2.25
Union Suits—reinforced..... usually \$3.75..... \$2.95

Also

Gauze Weight Cotton Union Suits

Regular and extra sizes..... usually 75c..... 50c

Swiss Ribbed Union Suits

Band tops..... usually \$1.00..... 75c
Second Floor

Women's Summer Gloves

At Extremely Low Prices

Kayser Washable Chamoi-sette Gloves
White, gray, chamoi and pongee.
Also "Paris" Double Tipped
Silk Gloves (Two Clasp)
In black and white. Usual price 50c pair

38c

16-Button Length Chamoi-sette Lisle Gloves
White and chamoi, embroidered in
white or black. Usual \$1.00 pair

65c

12-Button Length Kayser Double
Tipped Silk Gloves
In black or white. Pair

78c

Full 16-Button Double Tipped
Milanese Silk Gloves
Extra heavy quality. Usual \$1.50 pair

\$1.10

Street Floor

Attractive Showing at Specially Low Prices Women's and Misses' Waists

Of Laces, Crepe-de-Chine, Georgette Crepe and
Lingerie

Crepe-de-Chine, new collar and cuffs of
pique, organdy or crepe-de-chine..... \$3.95

Crepe-de-Chine, tucked or hemstitched
organdy collar and cuffs, Roman stripe
revers and cord or fancy button trimmed..... \$5.00

Crepe-de-Chine or Georgette Crepe, filet
lace revers collar or organdy collar with
broad Roman stripe tie..... \$5.95

Georgette Crepe or Crepe-de-Chine, fichu
effect or box pleated model with black
taffeta tie..... \$6.95

Lace Waists of embroidered cream net or
shadow lace combined with chiffon cloth..... \$5.00

Black or cream shadow lace combined
with chiffon cloth..... \$6.95

Tub Waists

Linen, Voile, Batiste, Fancy Crepe & Organdy
Colored Voile or Crepe, embroidered or
lace trimmed batiste collar and cuffs..... \$2.95

White Batiste, entire front of Valen-
ciennes lace and embroidery insertion,
hemstitched collar with colored tie..... \$3.95

Colored Linen, vest and collar of white
linen, with black taffeta tie..... \$4.95

Embroidered Colored Handkerchief
Linen..... \$5.00

Allover Embroidered Crepe, lace edged
organdy collar and cuffs..... \$5.95

White Crepe, with colored crossbar, or-
gandy collar and vest..... \$5.95

Third Floor

Black Dress Silks

40 inches wide—6,000 yards, comprising cash-
mere-de-soie, crepe charmeuse, crepe-de-chine
and taffeta dress silks

at the special price of

\$1.78 per Yard

Pompadour Silks

40 inches wide; navy and cadet
blue grounds. Special, per yard

\$1.68

Street Floor

May Sale of Household and Decorative Linens

Offers the Year's Best Linen Values
Table Cloths & Napkins
Including the Famous Moravian Damask
(In Discontinued Patterns)

At Remarkable Price Concessions

Table Cloths

Sale Prices	Usual Prices
2 x2 yds. \$1.75 to \$10.75	\$2.50 to \$17.25
2 x2½ yds. \$2.20 to \$13.50	\$3.15 to \$21.75
2 x3 yds. \$2.40 to \$16.75	\$3.75 to \$27.00
2½ x2½ yds. \$3.00 to \$12.25	\$4.50 to \$19.75
2½ x2½ yds. \$3.75 to \$18.50	\$5.50 to \$29.75

Napkins to Match

\$2.50 to \$19.25 doz.—Usual \$3.25 to \$30.50

Brocade Damask Table Cloths and Napkins

In designs controlled by Lord & Taylor for the
United States. An innovation in damask weaving
perfected only after years of experimenting. The
design or pattern stands out in bold relief and has
the appearance of being embossed—or embroidered
on satin of immaculate whiteness—no other weaving
brings out the pattern or design so clear and distinct.

Table Cloths

2½ x 2½ yards 2½ x 2½ yards
\$13.25 to \$15.00 \$16.50 to \$18.25

Napkins to Match—\$16.25 & \$17.50 dozen

500 Dozen Odd Dinner Napkins

William Liddell & Co.'s

Celebrated Belfast Gold Medal Brand
\$6.75 per dozen—Usual \$8.50 to \$10.50

250 Dozen Barnsley Damask Napkins

Medium Size—Special price \$3.50 dozen

600 Odd Damask Table Cloths

70x70 inches, \$1.00—Usual \$1.90

H. S. Huck Pure Linen Towels

At Greatly Reduced Prices

\$2.50, \$2.95, \$4.50 & \$6.85 per dozen.
Usual \$3.00, \$4.20, \$6.00 & \$10.50

Linen Sheets and Pillow Cases

At Following Special Prices:

Sheets—\$5.00, \$6.00, \$7.50 & \$9.50 pair
Pillow Cases—95c, \$1.50, \$1.95 & \$2.25 pair

Second Floor

Women's Footwear

Smart Spring & Summer Low & High Shoes

Comprising the new and fashionable
styles in all leathers. Strictly hand-
made, very flexible and will retain
their shape.

Usually \$6.00 and \$7.00

\$4.85

Women's Colonials

Black Russia and patent leather,
trimmed with handsome buckles to
match. Usual \$5.00

\$3.25

Feather & Light-Weight Boots

All the new Spring styles.
Usual \$5.00 to \$7.00

\$3.95

A Revelation in Women's Footwear

The "Myrod" Shoe

(Registered in United States Patent Office)

Made in Button Boot or Oxford. Remarkable for
its convenience, comfort and good appearance.
The Button Boot just pulls on, and the Oxford
slips on with shoe horn. Smooth fitting on any
foot.

38th Street Rear Elevators Direct to Shoe Section,
Second Floor

Special Sale of Women's Bathing Suits

Mohair Bathing Suits

In navy blue and black, trimmed with
contrasting colors; worsted tights.
Usual \$6.50

\$3.95

Mohair Bathing Suits

Neatly trimmed; worsted tights.
Usual \$8.95

\$4.95

Satin Bathing Suits

Russian tunic skirt, trimmed with
striped taffeta. Usual \$12.95

\$9.95

Rubber and Silk Bathing Caps

35c, 50c, 65c, 95c—Usual 45c to \$1.50

Third Floor

Very Special Values in All Wool Tailor Serges

Cream white with fine pencil stripe, also
white with silk stripes, for separate skirts
and tailor suits; very desirable for outing
and street wear. Full 54 inches wide.

Usual \$1.50 & \$1.75 per yard

88c

Ramie Dress Linens

47 inches wide, in a large assortment of
the new Spring shades. Special, per yard

48c

Second Floor

A Highly Important Sale of

"Likly" Suit Cases & Bags

At Half Price

The opportunity to purchase this well known
and long established Hand Luggage for half
usual prices right at the beginning of summer
will appeal to those contemplating travelling
in the near future.

"Likly" Travelling Bags

Of dark russet soft hand board-
ed cowhide, with heavy sewed-
on corners; brass lock and
catches; leather lined, and
fitted with three roomy pockets
16, 17, 18, 20 inch sizes.
Usual \$25.00

\$12.50

"Likly" Oxford Bags

Of smooth grain dark russet
cowhide; heavy sewed corners
and double handles; leather
lined; one long pocket; 16, 17,
18 inch sizes. Usual \$20.00

\$10.00

"Likly" Overnight Bags

Of black smooth cowhide made
on a lightweight frame; two
handles, and neatly lined with
leather; 16 inch size.
Usual \$12.00

\$6.00

"Likly" Suit Cases

Of heavy pigskin with sewed-on
corners; handle sewed and riv-
eted; lined throughout with
leather; shirt pocket.
Usual \$25.00

\$12.50

For Women

"Likly" Suit Cases

Of russet or black smooth cow-
hide; with hand sewed French
edges; lined with moire silk in
various colors; shirred pocket
in cover. Usual \$20.00

\$10.00

Fourth Floor

Important Clearance Sale of 500 Women's Suits

(From regular stock)

250 Fancy Tailored Suits

The Season's

Smartest Models

Best Fabrics

and Latest Colorings

Reduced to

\$19.50, \$23.50, \$27.50

Usual prices \$35.00 to \$50.00

250 Fancy Tailored Suits

A Splendid Selection of

Exclusive Models in

Fashionable Silk

and Wool Materials

Reduced to

\$32.50 & \$37.50

Usual prices \$55.00 to \$75.00

100 Women's Skirts

Large range of models and materials

Marked to close at

\$5.00 to \$15.00

Third Floor

A Timely Offering of Domestic Rugs

At Very Attractive Prices

Plain and Fancy Extra Quality

Wild Prairie Grass Rugs

Size 27 x 54.....	65c, 80c & 95c
Size 3.0 x 6.0.....	\$1.25 & \$1.50
Size 4.6 x 7.6.....	\$2.25 & \$2.85
Size 6.0 x 9.0.....	\$3.65 & \$4.65
Size 8.0 x 10.0.....	\$5.50, \$6.00 & \$7.65
Size 9.0 x 12.0.....	\$7.50, \$8.25 & \$9.00

"Hit & Miss" New Rag Rugs

Extra Quality

Size 24 x 36.....	60c	Size 4.0 x 7.0.....	\$2.65
Size 27 x 54.....	90c	Size 6.0 x 9.0.....	\$5.25
Size 30 x 60.....	\$1.10	Size 7.6 x 10.6.....	\$7.40
Size 36 x 72.....	\$1.50	Size 9.0 x 12.0.....	\$9.75

Fifth Floor

Exceptional Preparations Have Been
Made for an Extraordinary Sale of

Imported

Marie Antoinette Lace Curtains & Bed Sets

Beginning To-morrow, Monday

Curtains..... \$4.25 & \$6.50

Usual Prices \$7.50 and \$11.75

Bed Sets..... \$10.00 & \$12.50

Usual Prices \$15.00 and \$18.00

The above are suggested as being particularly
suitable as gifts for June Brides.

An Exceptional Sale is in Progress of

Summer House Furnishings

Embracing Curtains, "Sunfast" Hangings, foreign
cretonnes, Porch Cushions and light weight fabrics
by the yard, at very special prices.

Cedar Chests of Splendid Construction

Are being offered at very Low Prices.

Fifth Floor